



News from  
**Councilmember Todd Gloria**

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City of San Diego ▪ District Three

**NEWS RELEASE**

For immediate release: August 4, 2010

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**Voters to Decide on City Reform and Revenue**  
***City Council Supports Proposal by Councilmembers Frye and Gloria***

*SAN DIEGO, CA (August 4, 2010)* – This afternoon, the San Diego City Council approved a ballot initiative proposal by Councilmembers Donna Frye and Todd Gloria developed to address the City's longstanding structural budget deficit. Voters will have the opportunity to consider the measure on November 2, 2010.

"Today, the City Council took a very big and necessary step to get San Diego's finances back in order," said Councilmember Gloria. "We have heard the call for 'reform before revenue' from the public and from Mayor Sanders, and our action elevates the changes we've implemented to date to a level that will help us earn back the trust of our citizens."

The measure would ask voters to require the completion of a total of 10 financial and pension reforms by the City and then allow for a temporary ½ cent sales tax increase for the restoration of essential services. Among the mandated reforms are reduction of retiree healthcare costs, implementation of managed competition for City services, elimination of retirement offsets for elected officials and unrepresented employees, and reduction of the retirement offset for City employees.

The ballot proposal from Councilmembers Frye and Gloria, as approved by the City Council today by a vote of 6-2, will be posted on Councilmember Gloria's website soon.

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Councilmember Gloria welcomes media inquiries and on-air interviews about this important topic. Please contact Katie Keach by calling 858-245-7673 or emailing [kkeach@sanidiego.gov](mailto:kkeach@sanidiego.gov) to make arrangements.